## ORDER

Orders

Order / Rev:

108085

Alt Order #: Product Desc: 06866084

ROMNEY FOR PRESIDENT

Estimate:

Flight Dates:

10/24/12 - 10/30/12

Original Date / Rev:

10/22/12 / 10/30/12

138 Conant St.

Beverly, MA 01915

Order Type:

**GENERAL** 



Primary AE:

Amy McCreary

Sales Office:

Sales Region:

BLPHI National

Agency

Name:

**American Rambler Productions** 

**Buying Contact:** 

Billing Contact:

Billing Type:

Cash

Billing Calendar:

Billing Cycle:

**Broadcast** EOM/EOC

Agency Commission:

15%

00:05:00

Advertiser

Name:

Romney for President-

Demographic: Product Codes:

Revenue Codes:

A35+

PLC02-Republican

Priority:

SELECT PRIORITY CODE POLITICAL/AGY, PCAN, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	91	\$69,300.00	\$58,905.00		
10/29/12	10/30/12	51	\$35,825.00	\$30,451.25		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	91	\$69,300.00	\$58,905.00	0.00
November 2012	51	\$35,825.00	\$30,451.25	0.00
Totals	142	\$105,125.00	\$89,356.25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$105,125.00
Market	100%	\$404,326,92

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	<b>\$0</b> ,00
KINC	0%	\$0.00
KLAS	25%	\$101,081.73
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$101,081.73
KTUD	1%	\$4,043.27
KVVU	20%	\$80,865.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$12,129.81

Lr	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type S	pots	Amount
E.	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp	M@sW\w	6-7a	M	:30	\$700.001	0,00 NM	1	\$700. <b>0</b> 0
				M-F 6-7a WakeUp	w/Wagners							
	WAKE											
	Sta	rt Date	End Date	Weekdays 5	Snots/Meek	Rate	Rating					

Print Date: 10/30/12 17:17:24

**KSNV** 

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Order / Rev: 108085 Advertiser: Romney for President

Alt Order #: 06866084 Product Desc: ROMNEY FOR PRESIDENT

Flight Dates: 10/24/12 - 10/30/12 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/29/1	2 10/29/12	M-F 6-7a WakeUp	w/Wæ@M	6-7a	M	:30	1	\$700.001	0.00 NM	1	\$700.00
				M-F 6-7a WakeU	p w/Wagners								
	WAKE	w D-4-	Cad Data	Medial	Chata Allask	Dete	Detina						
/V	<u>518</u> Jeek: 10	art <u>Date</u> /29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> M	Spots/Waek 1	<u>Rate</u> \$700.00	Rating 0.00						
				M-F 6-7a WakeUp		6-7a	-T	:30	1	\$700.001	0.00 NM	1	\$700.00
L 2	KONV	10/30/1	12 10/30/12	M-F 6-7a WakeU	-	0-7a		.50	•	ψ1 00.00 T	0.00 14141	1	φη ου.υυ
	WAKE				- ··· · · · · · · · · · · · · · · · · ·								
	<u>Sta</u>	art Date	End Date	<u>Weakdays</u>	Spots/Week	Rate	<u>Rating</u>						
	/eak: 10		11/04/12	-T	1	\$700.00	0.00						
E 3	KSNV	10/24/1	2 10/26/12	M-F 6-7a WakeUp	_	6-7a	WTF	:30	3	\$700,001	0.00 NM	3	\$2,100.00
	MAKE	1X PER	DAV	M-F 6-7a WakeU	p w/VVagners								
		art Date	End Date	Weekdays	Spots/Weak	Rate	Rating				l		
V	<u></u> √eek: 10		10/28/12	WTF	3	\$700.00	0.00						
			2 10/26/12	Today Show	СМ	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
				Today Show						,			<b>4</b> - <b>1</b>
	TODAY	SHOW	2X PER DAY	<i>(</i>									
		art Data	End Data	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	/eek: 10		10/28/12	WTF	6	\$900.00	0.00						
E 5	KSNV	10/29/1	12 10/30/12	•	CM	658a-9am	MT	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	TODAY	( SHOW	2X PER DAY	Today Show									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	/eek: 10		11/04/12	MT	4	\$900.00	0.00						
E 6	KSNV	10/29/1	12 10/30/12	M-F Today Show	II 3rd HGM	9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
				M-F Today Show									
			1X PER DAY										
		art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	Veak: 10	_	11/04/12	MT	2 III 445 1014		0,00	120		#20E 004	0.00 NM	3	<b>6075.00</b>
E /	KSINA	10/24/	12 10/20/12	M-F Today Show Today 4th Hour	III 4UI IOIVI	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	TODAY	SHOW	1X PER DAY	•									
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10	/22/12	10/28′12	WTF	3	\$325.00	0.00						
E 8	KSNV	10/29/	12 10/30/12	M-F Today Show	III 4th IBM	10am-11am	MT	:30	4	\$325,001	0,00 NM	4	\$1,300.00
	<b>TOP 1</b>			Today 4th Hour									
			2X PER DA		C	D-4-	D =4:						
W	<u>ىد.</u> 10 :Veek	art Date	<u>End Date</u> 11/04/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
				Rachael Ray	CM	11am-12pm	MT	:30	4	\$325.001	0.00 NM	4	\$1,300.00
	NOIV	10/20/	12 10/00/12	Rachael Ray	O.W.	rrum rzpm	171	.00	7	ψ020.001	0.00 1111		φ1,000.00
	RACH	AEL RAY	2X PER DA	•									
	-	art Date	End Date	<u>Weekdays</u>	Spots/Week	·	Rating						
	Veek: 10		11/04/12	MT	4	+	0.00						
E 10	) KSNV	10/24/	12 10/26/12	Rachael Ray	CM	11am-12pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
	DACH	AEI DAV	2X PER DA	Rachael Ray									
		art Date	End Date	Weekdays	Spots/Week	Rate	<u>Rating</u>						
٧	Veek: 10		10/28/12	WTF	6		0.00						
				Noon News	СМ	12-1230pm	WTF	:30	6	\$425,001	0.00 NM	6	\$2,550.00
				Noon News		,							
			OON 2X PER	DAY									
	-	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
	Veek: 10		10/28/12	WTF	6	•	0.00			0.155.55.	0.00.15	_	A4 555 55
E 12	z KSNV	10/29/	12 10/30/12	Noon News	CM	12-1230pm	MT	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	NEWS	3 AT NC	OON 2X PER	Noon News									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10		11/04/12	MŢ	3		0.00						
E 10	3 KSNV	10/24/	12 10/26/12		CM	1258p-2pm	WTF	:30	6	\$425.001	0.00 NM	4	\$1,700.00

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KSNV

Order / Rev:

108085

Advertiser:

Romney for President

Alt Order#: Flight Dates: 06866084 10/24/12 - 10/30/12 Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

Ln Ch Inventory Code Break Start/End Time Start End Days Len Spots Rate Pri Rtg Type Spots Amount Days of our Lives Days of our Lives DAYS OF OUR LIVES 2X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating --WTE--10/28/12 \$425.00 0.00 Week: 10/22/12 Start/End Time Description Spot Ch Date Range <u>Weekdays</u> Length Rate Rtg Type 5 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm --WThF----:30 (\$425.00) 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE --WThF----6 KSNV 10/22/12-10/28/12 Days of our Lives 1258p-2pm :30 <del>(\$425.00)</del> 0.00 NM Unresolved [.NOT AVAILABLE RATE] NOT AVAILABLE RATE E 14 KSNV 10/29/12 10/30/12 Days of our Lives CM 1258p-2pm MT----:30 \$425.001 0.00 NM \$1,700.00 Days of our Lives DAYS OF OUR LIVES 2X PER DAY Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/29/12 11/04/12 MT----\$425.00 0.00 0.00 NM E 15 KSNV 10/29/12 10/30/12 CM :30 \$325.001 The Doctors MT----\$1,300.00 2pm-3pm The Doctors **DOCTORS 2X PER DAY** Weekdays Spots/Week Rating Start Date End Date Rate MT----Week: 10/29/12 11/04/12 \$325.00 0.00 E 16 KSNV 10/24/12 10/26/12 The Doctors CM 2pm-3pm --WTF--:30 \$325.001 0.00 NM \$1,300.00 The Doctors DOCTORS 2X PER DAY Spots/Week Weekdays Start Date End Date Rating Rate 10/28/12 --WTF--\$325.00 0.00 Week: 10/22/12 Description Start/End Time Weekdays Length Rate Rtg Type Spot Ch Date Range 2pm-3pm :30 (\$325.00) 0.00 NM 3 KSNV 10/22/12-10/28/12 The Doctors --WThF----Unresolved [NEWS INTERUPT - MICHELLE OBAMA SPOKE] 6 KSNV 10/22/12-10/28/12 The Doctors 2pm-3pm --WThF----:30 (\$325.00) 0.00 NM Unresolved **INEWS INTERUPT - MICHELLE OBAMA SPOKE** 3-4p MT----E 17 KSNV 10/29/12 10/30/12 Dr. Phil CM :30 \$450.001 0.00 NM \$1,800.00 Dr Phil DR PHIL 2X PER DAY Spots/Week Rating Start Date End Date Weekdays Rate MT----Week: 10/29/12 11/04/12 \$450.00 0.00 E 18 KSNV 10/24/12 10/26/12 Dr. Phil CM 3-4p --WTF--:30 \$450.001 0.00 NM \$2,700.00 6 Dr Phil DR.PHIL 2X PER DAY Weekdays Spots/Week Rate Rating Start Date End Date Week: 10/22/12 10/28/12 --WTF--\$450.00 0.00 0.00 NM \$725.001 E 19 KSNV 10/24/12 10/26/12 NEWS 3 at 4 (1 HOUR)CM :30 4-5pm --WTF--6 \$4,350.00 4PM NEWS (1 hour) FIRST NWS 2X PER DAY Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --WTF--\$725.00 0.00 E20 KSNV 10/29/12 10/30/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MT----:30 \$725.001 0.00 NM \$2,900.00 4PM NEWS (1 hour) FIRST NWS 2X PER DAY End Date Spots/Week Weekdays Rate Rating Start Date 11/04/12 \$725.00 0.00 Week: 10/29/12 0.00 NM E 21 KSNV 10/29/12 10/30/12 M-F Early News CM 5-630p :30 4 \$1,200,001 \$4.800.00 M-F Early News NEWS 3 AT 5 2X PER DAY **End Date** Spots/Week Rate Rating Start Date Weekdays Week: 10/29/12 11/04/12 MT-\$1,200.00 0.00 M-F Early News E 22 KSNV 10/24/12 10/26/12 CM 5-630p --WTF--:30 6 \$1,200,001 0.00 NM 6 \$7,200.00 M-F Early News

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KSNV

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Order / Rev:

108085

Advertiser:

Romney for President

Alt Order #:

06866084

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

10/24/12 - 10/30/12

Estimate:

Ln Ch End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Start Amount NEWS 3 AT 5 2X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating --WTF--0.00 Week: 10/22/12 10/28/12 6 \$1,200.00 E 23 KSNV 10/29/12 10/30/12 M-F Jeopardy CM 630-7pm MT----:30 4 \$1,300.001 0.00 NM \$5,200.00 M-F Jeopardy JEOPARDY 2X PER DAY Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/29/12 11/04/12 MT----\$1,300.00 0.00 E 24 KSNV 10/24/12 10/26/12 M-F Jeopardy CM 630-7pm --WTF--:30 6 \$1,300.001 0.00 NM ß \$7,800.00 M-F Jeopardy JEOPARDY 2X PER DAY Spots/Week Rating Start Date End Date Weekdays Rate 6 \$1,300.00 10/28/12 --WTF--0.00 Week: 10/22/12 E 25 KSNV 10/24/12 10/26/12 M-F Wheel CM 7-730pm ~-WTF--:30 3 \$1,300.001 0.00 NM \$3,900.00 M-F Wheel of Fortune WHEEL 1X PER DAY Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 --WTF--3 \$1,300.00 0.00 E 26 KSNV 10/29/12 10/30/12 M-F Wheel 7-730pm MT----:30 2 \$1,300.001 0.00 NM CM 2 \$2,600.00 M-F Wheel of Fortune WHEEL 1X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating 11/04/12 MT----0.00 Week: 10/29/12 2 \$1,300.00 E 27 KSNV 10/24/12 10/26/12 M-F News 3 at Eleven CM 11pm-1135pm --WTF--:30 6 \$1,200,001 0.00 NM 6 \$7,200.00 M-F News 3 at Eleven NEWS3 @11 2X PER DAY Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --WTF--6 \$1,200.00 0.00 E 28 KSNV 10/29/12 10/30/12 M-F News 3 at Eleven CM 11pm-1135pm MT----:30 4 \$1,200.001 0.00 NM \$4,800.00 M-F News 3 at Eleven NEWS3 @11 2X PER DAY Spots/Week Rating Start Date End Date Weekdays Rate Week: 10/29/12 11/04/12 MT----\$1,200.00 0.00 \$500.001 E 29 KSNV 10/24/12 10/26/12 The Tonight Show CM :30 3 0.00 NM 1135p-1236a --WTF--3 \$1,500.00 Tonight Show **TONITE SHOW 1X PER DAY** End Date Spots/Week Rating Start Date **Weekdays** <u>Rate</u> --WTF--Week: 10/22/12 10/28/12 \$500.00 0.00 E 30 KSNV 10/29/12 10/30/12 The Tonight Show CM 1135p-1236a MT----:30 \$500.001 0.00 NM 2 \$1,000.00 Tonight Show **TONITE SHOW 1X PER DAY** Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/29/12 11/04/12 \$500.00 0.00 ----s-E 31 KSNV 10/27/12 10/27/12 News 3 Sunrise - SATURIM 6a-7a :30 \$350.001 MM 00.0 2 2 \$700.00 News 3 Sunrise SATURDAY **NWS3 AT SUNRISE** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----S-\$350.00 0.00 E 32 KSNV 10/27/12 10/27/12 Saturday Today CM 7a-9am ----S-:30 2 \$625.001 0.00 NM 2 \$1,250.00 Saturday Today SATURDAY TODAY Start Date Spots/Week Rating **End Date** Weekdays Rate 10/28/12 \$625,00 0.00 Week: 10/22/12 E33 KSNV 10/27/12 10/27/12 News 3 Today - SATURIDM 9am-930am ----S-:30 2 \$500.001 0.00 NM \$1,000.00 News 3 Today - SAT **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-0.00 Week: 10/22/12 10/28/12 \$500.00 0.00 NM E 34 KSNV 10/27/12 10/27/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$675.001 2 \$1,350.00 Sa-Su Early News NWS3 @5WK

Print Date: 10/30/12 17:17:24

**KSNV** 

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Order / Rev:

108085

Advertiser:

Romney for President

Alt Order #:

06866084

Product Desc:

ROMNEY FOR PRESIDENT

Flight Dates:

Week: 10/22/12

E 46 KSNV 10/28/12 10/28/12

10/28/12

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10/24/12 - 10/30/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 34 KSNV 10/27/12 10/27/12 Sa-Su Early News 5pm-630pm ----5-.30 \$675,001 0.00 NM \$1,350,00 Sa-Su Early News NWS3 @5WK Start Date End Date **Weekdays** Spots/Week Rating Rate Week: 10/22/12 10/28/12 -----\$675.00 0.00 E 35 KSNV 10/27/12 10/27/12 Wknd Jeopardy СМ ----S-:30 \$525.001 0.00 NM 630-7pm \$525.00 SAT/Jeopardy **JEOPARDY** Spots/Week Rating Start Date **End Date** Weekdays <u>Rate</u> Week: 10/22/12 10/28/12 ----S-\$525.00 0.00 E 36 KSNV 10/27/12 10/27/12 Sa-Su News 3 at ElevenCM :30 2 \$1,100.001 0.00 NM 11pm-1135pm ----S-\$2,200.00 Sa-Su News 3 at Eleven WKD2 NWS Start Date **End Date** Weekdays Spots/Week Rating Rate \_\_\_\_s-Week: 10/22/12 10/28/12 2 \$1,100.00 0.00 10/27/12 10/27/12 Nevada Newsmakers - CDM 5:00- 6:00am :30 \$1,250.002 0.00 NM E 37 KSNV ----5-\$1,250.00 Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM) **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -----1 \$1,250.00 0.00 E 38 KSNV 10/27/12 10/27/12 Nevada Newsmakers - CDM 5:00-6:00am ----S-:30 1 \$1,250.002 0.00 NM \$1,250.00 Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM) **NEWS** End Date Spots/Week Rating Start Date Weekdays Rate 10/28/12 ----S-\$1,250,00 0.00 Week: 10/22/12 E 39 KSNV 10/28/12 10/28/12 News 3 Sunrise - SUND&M 6a-7a ----s :30 \$350.001 0.00 NM \$350.00 News 3 Sunrise SUNDAY NWS-SUNRS WKND Spots/Week Start Date End Date Weekdays Rate Rating Week: 10/22/12 10/28/12 ----S \$350.00 0.00 E 40 KSNV 10/28/12 10/28/12 CM :30 \$750.001 0.00 NM Sunday Today ----5 2 \$1,500.00 7a-8am Sunday Today SUN TODAY Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate ----5 10/28/12 0.00 Week: 10/22/12 \$750.00 E41 KSNV 10/28/12 10/28/12 News 3 Today Wknd CM 9a-930am ----S :30 \$500.001 0.00 NM 1 \$500.00 News 3 Today **NEWS TDY** End Date Weekdays Spots/Week Rate Rating Start Date Week: 10/22/12 10/28/12 \$500.00 0.00 Chris Matthews 9:30AM SM :30 \$600.001 0.00 NM E 42 KSNV 10/28/12 10/28/12 9:30a-10a \$600.00 Chris Matthews SUN 9:30am **CHRIS MATTHEWS** Rating Spots/Week Rate Start Date End Date **Weekdays** 10/28/12 \$600.00 0.00 Week: 10/22/12 NFL Pre-Game / FNA \$2,400.001 0.00 NM E 43 KSNV 10/28/12 10/28/12 CM 1p-530pm ----S :30 \$2,400.00 NFL Pre-Game FTBL NIGHT IN AMERICA End Date Spots/Week Rating Start Date Weekdays Rate Week: 10/22/12 10/28/12 1 \$2,400.00 0.00 E 44 KSNV 10/28/12 10/28/12 Jeopardy in PRIME M-SA 8-11p / SUN----s :30 \$800.002 0.00 NM CM \$800.00 Jeopardy in Prime **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating ----s Week: 10/22/12 10/28/12 \$800.00 0.00 E 45 KSNV 10/28/12 10/28/12 LAW & ORDER (synd) RGM M-SA 8-11p / SUN----S :30 \$800.002 0.00 NM \$800.00 Law & Order (synd) PRIME LAW & ORDER Spots/Week Start Date **End Date Weekdays** Rate Rating

\$800.00

11pm-1135pm

CM

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:30

2 \$1,100.001

0.00 NM

\$2,200.00

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108085 Advertiser: Order / Rev: Romney for President Alt Order #: 06866084 Product Desc: ROMNEY FOR PRESIDENT KSNV Flight Dates: 10/24/12 - 10/30/12 Estimate: **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ln Ch Start End Amount Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven WKDN NWS 3 @11 Spots/Week Rating Start Date **End Date** <u>Weekdays</u> Rate

0.00

2 \$1,100.00

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10/28/12

Week: 10/22/12

Totals 142 \$105,125.00